

LEATHER
and **SHOES**

THE INTERNATIONAL SHOE
AND LEATHER WEEKLY

MAY 16, 1949

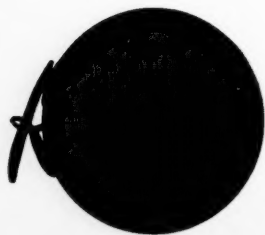
VOL. 117, NO. 22

SHOESCOPE

A stylized, high-contrast illustration of a shoe's sole and heel. The sole is depicted with several radiating lines, suggesting a fan or a burst of energy. The heel is a simple, dark, rectangular shape. The entire illustration is rendered in white lines and shapes against a dark, textured background.

original shoe designs
and
advance style guide

... NOT *Every* COLOR



MACHINE COMPANY, INC
ST. LOUIS: 1408 Locust St.

N THE WORLD —————

IN SHOE BINDING

Over 160 different shades in stock. Dark shades, light shades, medium shades—all shades for immediate delivery to help you get your shoes out on time. And remember that Rotary coated binding meets all climatic conditions and will not gum the machine.

But Rotary offers more than the finest in binding—it offers a **complete binding service** including the superior Rotary French cording machine and the Rotary electric-point heating unit.

Complete and immediate service to all users of the Rotary products. STICK to the ROTARY WAY and end all your binding problems.



LYNN, MASSACHUSETTS

LEATHER *and* SHOES

shoescope

Issue

Publisher: Elmer J. Rumpf
Managing Editor: Charles R. Byrnes

Editor: William A. Rossi
Art Director: T. G. Russell

CONTENTS

Designs

	Page
STRAPERETTES, by United Shoe Pattern Co., Boston: Several clever and refreshing new ideas of strap treatments for Fall.....	24
FIESTA FOR FLATS, by C. S. Rudberg Co., Boston: Flats continue to reign into Fall—and here's good reason why.....	25
BOYLAND, by Alice McCallister, St. Louis: Some of the most stimulating ideas in boy's shoes seen in many years.....	26-27
EVENING GLAMOUR, by Nick Gardner, Boston: 12 reasons for a style-successful Fall social season.....	28-29
CASUALLURE, by Marion Casey, Boston: The casual grows more beautiful than ever with some ingeniously fresh treatments.....	34
AUTUMN PUMPS, by Joseph Dilk, Lawrence, Mass.: How beautiful can a simple line get? Before you answer—look here!.....	35
BLUCHERS AND BALS, by John R. Tones, St. Louis: Some smart fall footnotes in men's fashions—but with a "different" touch.....	36-37
CREATIONS IN KID: Paris takes a back seat as several American designers team up for a creative holiday with kid shoe fashions.....	38-39
JUNIOR MISS, by Dolores Fink, Milwaukee: Reasons why the little gals become more style-conscious each day.....	42-43

Features

STYLESCOPE: Four solid pages of shoe fashion trends.....	20-21, 40-41
MONTANA TO MANHATTAN: New notes in shoe ornaments, with the theme at two opposite extremes.....	22
POPULAR PRICE SHOES—OVERWHELMING BULK OF AMERICAN CONSUMER BUYING: A factual report on the market absorbing 92 percent of all footwear.....	23
SHOESCOPE NATIONAL SURVEYS.....	30 31, 32, 33
CREATIVE WELTING: New decorative touches in welting to enhance the fashion features of Fall footwear.....	44

Copyright 1949, By The Rumpf Publishing Co.

LEATHER and SHOES, The International Shoe and Leather Weekly, May 16, 1949, Vol. 117, No. 22, published weekly (one additional issue during February, May, August, November and December) by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Illinois. Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Pontiac, Illinois, pending.

LEATHERS

by *Greenebaum*

Embossed Grains

IN AUTUMN TONES



Dorset



Dundee



Devon



Dunmoor



Scotch



For rugged wear our deep aniline finished, full grain, embossed leathers hold an enviable reputation.

Of rugged full chrome tannage, they are back-boarded to achieve mellowness.



J. GREENEBAUM TANNING COMPANY

FOUR TANNERIES IN CHICAGO AND MILWAUKEE

Main Office: 387 N. Dearborn St., Chicago. Eastern Office: 129 South St., Boston. Cable Address "Greenebaum"



in mattresses



in automobiles



in furniture...

**now—
in shoes!**

Airfoam
BY GOODYEAR

**the ultimate in
platform comfort**

Revolutionary in
California Slip-
Lasted shoes.

Write for particulars.



WALKING ON AIR!

LYNN INNERSOLE COMPANY

119 Braintree St., Allston 34, Mass.

Innersoling at its Flexible Best

St. Louis: Eli P. Schwartz. Penn.: Thos. Carfagno. New York City: A. V. Epstein.

OHIO
Beaver Brown
#526 CALF
A TRUE BROWN

FEATURED IN
STANDARD

THE OHIO LEATHER COMPANY

IRVING TAN

*America's
most
popular
side
leathers.*

IRVING

Corrected grain, soft and smooth
in all popular colors and white.

IRVING

Artificial finish with semi-softness.

IRVING

The ideal leather for price
propositions.

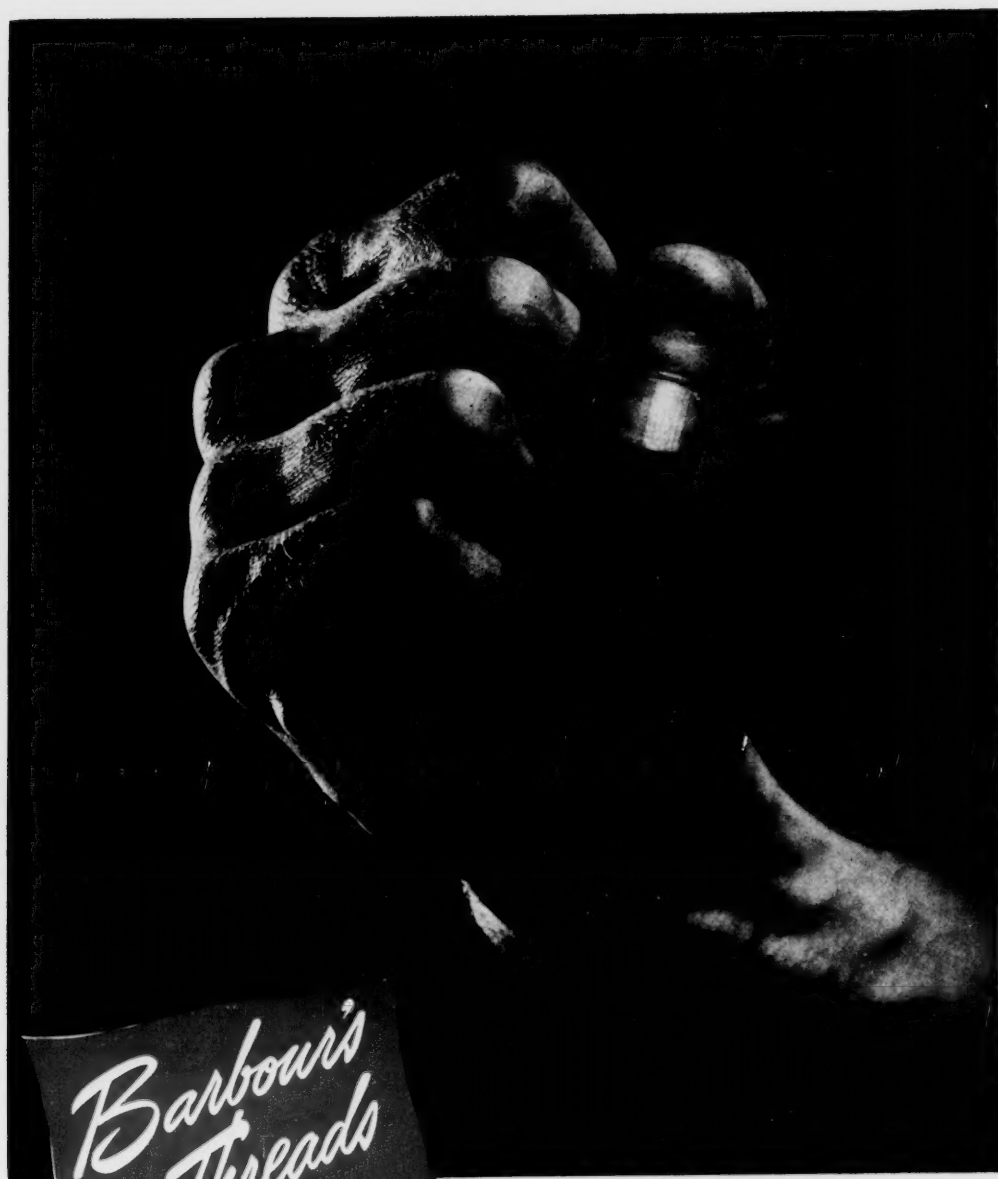
SPLITS

For every purpose.

IRVING TANNING COMPANY

134-146 BEACH STREET

BOSTON 11, MASS.



strong *

***STRONG...SUPPLE...TOUGH...BALANCED...UNIFORM...SMOOTH**

THE BEAUTIFUL BEGINNING

of an ultra-smart shoe

Kidskin

KIDSKIN materializes the designer's dreams so suavely and perfectly that no other leather can challenge its efficiency.



KING KID... possessing superb quality and an ageless luster... adds the extra advantage of *long life* to the pre-eminent *beauty* and *comfort* of Kidskin.

P.S. KING KID is now tanned in C-O-L-O-R. In women's weight—Brown and Blue. Men's weight—Brown



Black Glazed • Black Satin • Colored Kid • Black Suede • Garment Leather

William AMER Company
PHILADELPHIA, PA. ESTABLISHED 1832



ANCHOR BRAND

Originals

... designed around buckles!

These shoes were designed especially for you, featuring Anchor Brand Shoe Buckles. Finely finished Anchor Brand Buckles have smooth edges that will not skive or cut shoe leather. They are available in a wide range of styles and sizes—all designed to help you sell more shoes!

You are welcome to use these original shoe designs in any way you like. If the featured buckles are not the right types for you, tell us what you can use. We will send you samples, prices and suggestions.

1. No. 6056 1/2 Buckle
(On Instep Strap)
Size: 1/2" — No. 6090 1/2
Buckle (On Ankle Strap)
Size: 3/8"
2. No. 7162 Roller Buckle

- Brass or Steel—Sizes:
3/8", 1/2", 5/8", 3/4", 1"
3. No. 7137 Fixed Roller
Buckle—Brass or Steel—
Sizes: 3/8", 1/2", 5/8", 3/4", 1"

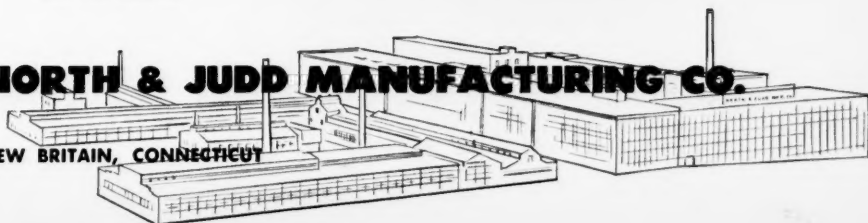


ASK FOR SAMPLES



NORTH & JUDD MANUFACTURING CO.

NEW BRITAIN, CONNECTICUT



DOMOC*

*The Leather
you look into -
not at.*

REGISTERED TRADE MARK 370249

F · C · DONOVAN, INC. 192 SOUTH ST., BOSTON



The

S

STIXTITE
PIPED
TRADE MARK

PIPING need not be a problem. **STIXTITE** piping is easy to handle, economical, and does a thorough job of decorating any shoe.

To get the smartest style effects and to reduce your production problems use genuine **STIXTITE** piping.

**WE ALSO MANUFACTURE
PLATFORM AND INNERSOLE BINDINGS
in leather and imitation**

TOP BINDINGS AND FACINGS • FOLDED AND PLAIN STRIPPING

UNITED STAY COMPANY, Inc.

222 THIRD ST., CAMBRIDGE 42, MASS.

AGENTS

O. B. Dahm—
1602 Locust St., St. Louis 3, Mo.
Arthur K. Meyer Co.—
1205 S. Maple Ave., Los Angeles 15, Cal.
Wm. B. Heald & Co.—
549 W. Randolph St., Chicago 6, Ill.
John G. Traver & Co.—
141 So. 4th St., Phila. 6, Pa.

Carl Giesenberg—
308 East 3rd St., Cincinnati 2, Ohio

AGENTS

Robert Sanders—
41 Spruce St., New York 7, N. Y.
McDowell & Lincoln, Ltd.—
81 King St., Montreal, Quebec, Canada
—77 Ontario St., So. Kitchener, On-
tario, Canada—566 St. Valler St., Que-
bec, Quebec, Canada.
Julius M. Wallheimer—
P. O. Box 741, Port Elizabeth, South
Africa.



A "STIXTITE" PIPED SHOE IS A SMARTLY PIPED SHOE

Beauty is...as beauty does

THIELE LEATHERS

Serving with Enduring Beauty

The old adage, "Beauty is, as beauty does", can well be applied to leather. Thiele's tanning process brings out the natural beauty and strength of leather... Built-in beauty, that won't wear out, enduring time and hard wear.

WHY DO BUYERS
SPECIFY
THIELE LEATHERS?

BECAUSE FOOTWEAR SALES
INCREASE WITH
THE BEAUTIFUL COLORFUL
THIELE TANNAGE.



Ask to see our NEW line of

**ANILINE SPORT ELK
IN ALL HIGH COLORS**

SPORTING GOODS and GLOVE LEATHERS • GARMENT • HORSE • COW BELLIES • DEERSKINS • SPLITS

THIELE TANNING COMPANY

122 NORTH 27TH STREET MILWAUKEE 8, WIS.



an arrabuk original by Grace Powell




First in the Arrabuk series of styled-to-the-minute shoes is this design by Grace Powell. Suede-like Arrabuk shapes and folds without cracking . . . is waterproof, cuts without waste, wears longer, is ideal for the "popular-price" field . . . 20 years' experience proves this.

For details, write today.

Arrabuk instead...

HOOD RUBBER COMPANY, Watertown, Mass.

A stylized line drawing of a shoe, possibly a boot or a high-top, is shown in profile. The shoe is white with black outlines. Inside the shoe, there is text. The background is dark with some swirling, smoke-like patterns.

They're all Allergic ...to Vapor

They just can't take it!

Genuine reptiles are usually bark-tanned and are quickly and permanently discolored by steam.

Do not attempt to steam-soften thermoplastic box toes in reptile uppers. Get your Beckwith agent's recommendation in advance of cutting uppers.

Depending upon which practice your conditions best favor, he can either supply you with dry heaters or arrange for your temporary use of canned prepared solvent box toes which require no solvent wetting at pulling-over.

Beckwith

LINCOLN *Leather Co.*

CALF AND SIDE LEATHERS



Presenting
Leathers of Distinction
In any Color Desired
Prompt Delivery

ELK • SIDES • KIPS • CALF

Suede Splits • Finished Splits

For all types of shoes and novelties

LINCOLN LEATHER COMPANY

SALESROOMS: 104 SOUTH STREET, BOSTON 11, MASSACHUSETTS
TANNERIES AT READING, PENN.

M. C. Campbell Co., 1934 Delmar Blvd., St.
Louis, Mo.
John E. Doyle, Brown Race & Commercial St.,
Rochester 4, N. Y.
J. G. Goldbach, 2431 No. Grant Blvd., Mil-
waukee, Wisc.

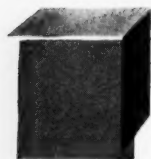
John A. Spille Co., 228 E. 8th St., Cincinnati,
Ohio.
A. W. Hogan Co., Manila, P. I.
A. Frankel Co., New York, Special continental
export agents.

Respro
products
build
better
shoes...

Socklining
Reinforcing Material
Heel Pad Material
Vamp Lining
Quarter Lining

Made by the manufacturers of *Tufsta*, the original unwoven non-fray reinforcing material, Respro products build better shoes.

Respro INC.
Cranston 10, Rhode Island



See us at the Popular Price
Shoe Show of America
Hotel New Yorker
Room 917



TOMAHAWK

CHERRY TONE...COLOR NO. 2



Distinctive character, rugged wear and lasting comfort go hand-in-hand whenever Rueping's TOMAHAWK is used in the manufacture of fine footwear for men, women or children. Write today for samples of this beautiful aniline leather.

RUEPING

FRED RUEPING LEATHER CO., FOND DU LAC, WISCONSIN, U.S.A.



STYLESCOPE

The shoe fashion picture still catch-as-catch-can. Nothing really new and of significance has crystallized. Most of the "new" shoes to date chiefly done-over models, using an expanding variety of ingenious tricks to create the new out of the old. No single shoe or idea has caught on in any spectacular way. Shoe men are getting fidgety, waiting for something dynamically fresh to break. It may crystallize out of the Popular Price Show. Or the lull may hang over until Fall.

Meanwhile an almost unprecedented variety of "new" styles for Fall. Lots of unique ideas to change the face but not the character of designs. With shoe business not particularly active, emphasis is on new styles to inspire sales. So buyers buying many styles in small lots, selling them fast, then buying a new batch of styles again in small lots. Inspires sales, all right, but leaves shelves filled with odd pairs, remnants of broken size runs. Costly and unsound . . . but some buyers say it's "necessary" to meet competition and activate sales.

The new wall-toed lasts giving impetus to closed toes. These lasts provide comfortable toe room, one of the chief advantages of open toes. With the wall-toed lasts come the soft toe box and the extension soles, stitched or wheeled. And part of the picture is a new specialty welting adding a smartly decorative effect combined with weather-wise practicability.

Lots of sampling on plateau lasts with medium-narrow toe on a 17/8 heel. Another is a square toe with a "receding" wall, a soft taper. Going big. Much talk, too, about the closed toe, closed heel slip-lasted shoe on a 17/8 and 12/8 heel. Saddle oxfords with 6/8 heel are tending toward wider, rounder toes. The modified baby doll last continues to be a consistent seller. The last with a very small, blunt-square toe doing well in higher grades only, on 18/8-22/8 heels. And keep an eye open for an "overhanging toe" last. Narrow sole with "invisible" edge; that is, the toe projects beyond the sole edge. Still experimental, so far designated for high-grades only.

Looks like suede, calf and side leathers will account for around 85 percent of all shoes this Fall. Kid suede top choice. Patent and fabrics very sluggish. Patent doing well on trims only. Of the reptiles, snakes far in the lead. Most of these will be prints. Synthetics for uppers rarer than Republican presidents. But synthetic soles giving leather a rough fight, -- though yet to surmount the foot-health and porosity factors. Crepe soles continue to rise in popularity.

The extreme long reign of suede, like platforms, unexplainable. But some indications that it has passed its peak. Buyers report that some customers beginning to ask, "What else have you beside suede? I've been wearing so much suede lately." It may be a significant straw in the wind.

Black will account for 75-80 percent of Fall footwear. Brown has picked up much strength, will be second color, with rust and cinnamon leaders. Green in the darker shades is running third. Blue is next, will hold well because of blue costumes bought this Spring and to be worn for quite a while yet—not choice but necessity and economy for most women, despite the dictates of the fashion "authorities" that some other color will be the vogue.

Sandals and opened-up pumps look like the best sellers this Fall. To put it more positively, just about any shoe will sell so long as it's opened-up, sandalized. The last will and testament being written for ballerinas. Just about one more season and farewell. Softies hold good sales promise, are still on the rise. And don't underestimate the walking oxford, closed toes, light and smart design. Walled lasts are giving them impetus.

Casuals with crepe soles continue to rise in popularity. Very light-and-airy in appearance. Reports are that casuals will account for about 25-35 percent of sales, as against 65-75 dress types, for Fall. Chief sales advantage of the casual at present is price in a price-conscious market.

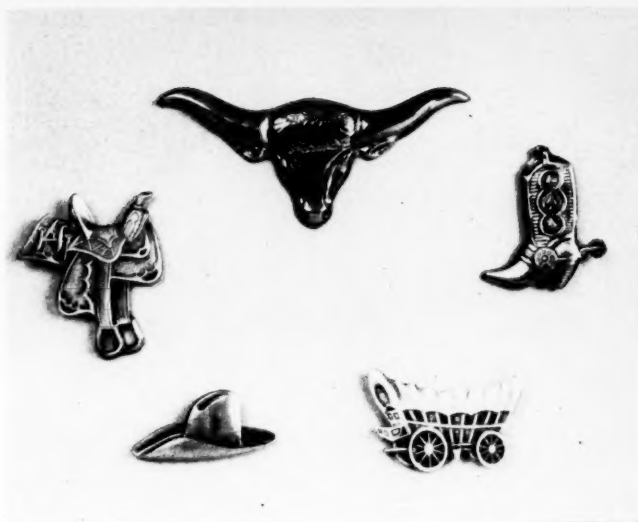
Ankle straps and instep straps biggest style item in the Fall picture. Every conceivable trick in the bag being used to create new strap versions—and practically every idea being accepted simply because it creates a "different" shoe. Straps tending either narrow or wide, few in-betweeners. Lots of lattice effects, use of stripping. Offsided or asymmetric straps will be prominent. Straps will be more ornamental, designed to create a decorative pattern via looping, criss-crossing, weaving, interlocking etc. effects. Look for plenty of multiple straps, but several narrow straps emerging from a single strap and converging again into a single strap that attaches by buckle or button.

Shell vamps continue to lead the parade. With practically

Turn to page 40

The sweeping influx of the Western influence in decorative touches increasingly affects shoes for boys, children and teen-agers. The kids can't see enough of them and, unfortunately, can't buy enough of them.

Smart salesmen see the handwriting on the wall, are stocking them, displaying them—and selling them like hotcakes. And with no sign of the western influence fading, it's a bright Fall picture for ornamental dude ranch touches such as exhibited here.



Montana

to

Manhattan



Here's the touch of glamor so vital to the fashion theme of lavish New York. Note the leaning toward the ornate, but nicely balanced by a subtle touch of reserve. And the novel touch for teen-agers—a ball and chain theme. Terrific appeal as decorative touches for loafers, mocs, and etc. And just as appealing for glamorous evening shoes, too.

DESIGNS BY FOLAN

LEATHER and SHOES—May 16 1949

Popular Price Shoes---Overwhelming Bulk of American Consumer Buying

92 percent of all shoes sell for \$10 and under; 57 percent of all women's shoes sell at \$6 and under. The trend: more and more styles at lower prices.

THE significance of the Popular Price Shoe Show of America, scheduled for May 23-26 in New York, rests on the fact that 92 percent of all shoes sold in 1949 will retail for \$10 or less, with heavy emphasis on "less." Popular price footwear thus overwhelmingly dominates America's shoe market. Nor will the line stop at 92 percent. Before the war it was around 95 percent, and it will likely reach that mark very shortly.

As everyone knows, the "trend" toward lower price shoes is not the result of cutting prices but simply an increase in the manufacture and sale of lower priced lines.

At the same time, there is now a drive to vastly expand the number of shoe styles to be made, displayed and sold. Between these two "trends"—lower prices and more styles—a conclusion is crystallized: competition in this industry is again at white heat and will remain that way. The shoe industry, however, is a "solid" one in that production and sales rarely dip below an established base of three pairs per capita. Thus, before any year starts it can be accurately predetermined how many pairs will be safely made and sold by year's end, on the basis of population figures. What *can't* be foretold is what styles will sell. Hence the style factor, because it is the biggest gamble in shoe business, also is a large determinant of whether a firm will have a successful year.

Price Trends

Time was (back around 1946) when practically any shoe within practically any price range could sell. In 1946 around 76 percent of shoes sold for \$10 and under; in 1947 it was 82 percent; in 1948, 85 percent; in 1949 the estimate is 92 percent. And the trend will continue.

A breakdown of the 1948 figures is interesting. Of women's shoes, 84.7 percent sold for \$10 or less; of men's dress shoes, 62 percent;

boys' shoes, 98.8; misses and children's, 98.7; house slippers, 99.6. But if \$10 retail still sounds high, let's take a further breakdown. Of women's shoes, 56.9 percent sold for \$6 and under, retail; 38.3 percent of men's dress shoes sold for \$7.50 and under; 76.5 percent of boys' shoes retailed for \$6 and under; 85.9 percent of misses and children's sold for \$6.50 and under; while 90.4 percent of all house slippers retailed for \$5 and below.

The percentages of the above-stated prices are expected to be even higher in 1949, and still higher in 1950. In short, more and more shoes will be sold at lower prices. And, as manufacturers, retailers and others bring into play efficiency and economy measures, shoes will be made and sold for continually lower prices without affecting profit. This is highly significant, as most of the industry's economists believe that increased shoe consumption warranting larger production and sales levels annually can be achieved primarily through lower prices that provide the incentive to buy more pairs of shoes—to increase the shoe consumption level above the three pairs per capita.

Style Saturation Point?

Over 200 new Fall lines will be introduced at the Popular Price Shoe Show. Many hundreds of new styles will be shown. At the recent St. Louis Shoe Show, some 8,000 new styles were displayed. This is an indication of the times, economically and otherwise. Shoe men, feeling a need to stimulate new business or maintain high sales levels, have turned to new styles (in addition to lower prices) to activate sales. Manufacturers and wholesalers report that much of the buying to date is in small lots and more frequent reorders and turnover. But repeat sales are now in terms of *new* styles rather than re-stocking of previously purchased styles.

That is significant. The demand for a fast style turnover can be

very costly. Retailers use the styles to draw in customers. But what of the broken size lots? These become costly, must be sold at sharply reduced prices if there is to be no refilling of sizes on that style line. Moreover, a lot of styles—more than ordinary—limits the number of sizes that can be carried or the inventory carried. Some retailers report plenty of incoming customers—lured by styles in windows—but an increasing number of lost sales due to lack of sizes in desired styles. So we reach for a question: where is the safe style saturation point? However, retailers say they "must" stock increasing numbers of new styles to meet competition, satisfy customers' demands for new styles, and inspire sales. This, however, can become an economic trap.

Easter Business Brisk

The National Assn. of Shoe Chain Stores reports that shoe chain stores showed an increased business of six percent this Easter over last. Associated with this is the fact that shoe production over the last six months has been 27,000,000 pairs below the corresponding period of a year before. These two facts are significant. Easter business has cleared much stock from retail shelves, leaving a forthcoming substantial demand for shoes to refill. Also, it is expected that the last six months of this year will show a higher level—about 13,000,000 pairs—than a year ago, for replacement needs.

Thus the outlook for actual business, both production and retail, is good. The anticipated 3,000 buyers and visitors at the Popular Price Show are expected to place substantial business with sellers. Price and style, more so than at any time since war's end, are expected to be under terrific buyer pressure. However, sellers are prepared for such demand of new styles and at prices keyed to—prepared with an enormous number today's (and tomorrow's) market.



A.
A shell vamp outline on a front or T-strap, closed heel and shank, open toe.

B.
High-riding instep strap, open shank and toe, closed heel, combination tear-drop and diamond cutouts on vamp.

C.
Walled toe last with stitched extension sole edge; three offside inside straps converging into one.

D.
Suede shoe with cluster of nail heads for trim; nail heads small, compactly spaced, and of contrasting color.

E.
Walled toe last with stitched extension sole; rope or cable stitch for trim.

F.
Asymmetric strap, closed shank inside, open shank outside; in suede or smooth leathers.

Straps represent the theme of these half dozen new Fall fashions. The unique and delicate variations of strap treatments range from the conventional to the novel, but all designed in attractive good taste with specific application to the value field. A variety of smart new front effects—walled-toe lasts, stitched extension soles, cutouts, etc.—also find a role here. Straps are expected to dominate the Fall picture. This sextet of strap suggestions seem sure-fire in practical style appeal.

LEATHER and SHOES—May 16, 1949

A. Soffie type with large pinked and slashed tongue, fitted with lace through strap.

B. Reversed pleated tongue on a one-strap soffie; dipped quarter line with printed tabs at back.

C. Unusual strapped quarter and front strap on a brushed leather shoe with crepe sole.

D. New up-the-front one strap with interesting back part and popular wrapped crepe sole.

E. Crepe sole sandal made on slip-lasted or regular construction.

F. Interesting ghillie treatment combined with new pleated tongue on a wedge heel soffie.

Fiesta For Flats

by
C.S. Ruddberg Co.
BOSTON

THE continued popularity of flats has inspired these six smart sketches. They are particularly designed for the teen-age group and contain novel touches to attract the style-conscious eyes of these youngsters. Note that the monk-type strap plays an important role in these shoes, as does the crepe sole.

The versatility of the flat heel allows for a wide range of style play created around it. The designer has taken ingenious advantage of this opportunity to present a sextet of clever ideas slanted for Fall in the popular-price field.

Boyland

by
ALICE V. McALLISTER

St. Louis



A

B

C

D

E

A
Popular "lightened" version of ski boot; heavy unlined brown leather with tan, leather straps and tonque, brass hooks and eyelets.

B
Two-tone shoe in dark brown and tan calf; cowboy trim, green and red fancy stitch, silver buckle and tip on strap.

C
More "Western influence": a two-tone in red calf with black saddle and red underlay; black fancy stitch and hard runner sole.

NOT IN MANY YEARS has the boys' footwear field received such an inspiring style lift as motivated by these unique new treatments for this style-neglected branch.

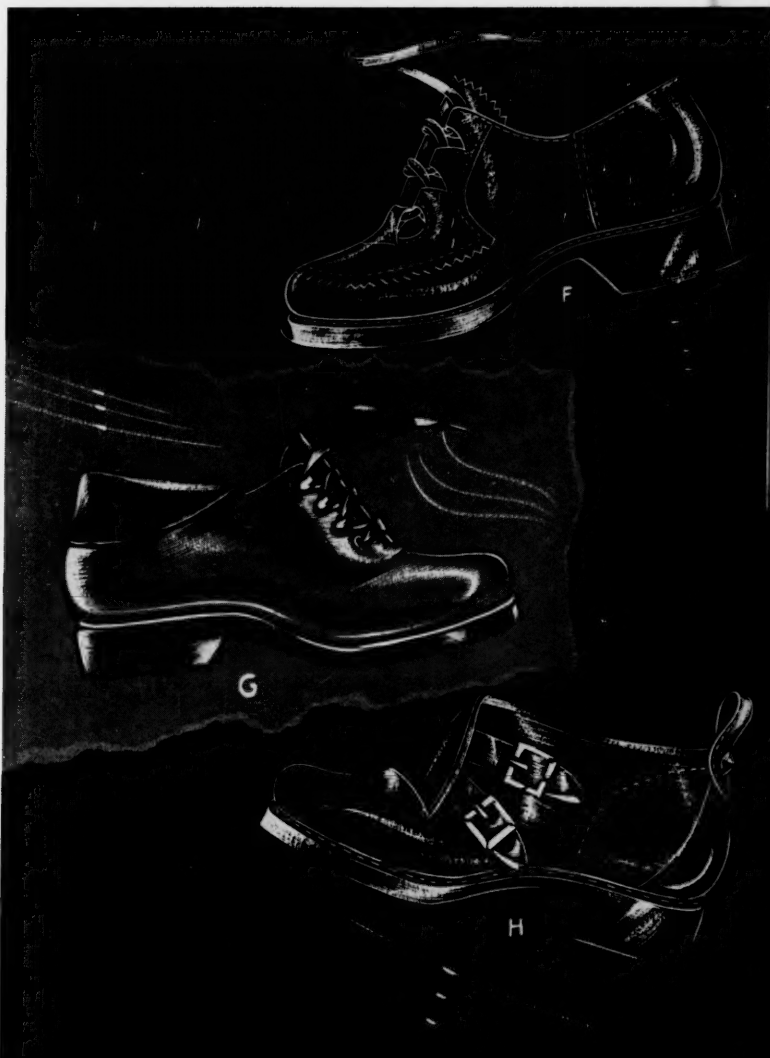
Says Miss McCallister, "Boys are going to demand and get that rugged, bold look in their shoes even if they have to re-make the shoes themselves." (It's reported that youngsters are buying men's work shoes, cutting off the tops, and decorating the shoes with gadgets and colorful materials.)

Highly popular are revised patterns of cowboy and ski boots (on cowboy boots eliminating the high heel and square pinched toe). The use of flashy trim, heavy saddle stitching, brass eyelets, metal hooks and buckles, tricky straps and other touches carry out the effective bold look for boys. Also used are heavy unlined leathers with natural rawhide trims. High backstays are used as "grippers". Soles of crepe, hard rubber and heavy leather are also effective.

G
Black reversed calf, unlined. The red leather collar to be worn up or down; brass hooks and eyelets; yellow crepe sole.

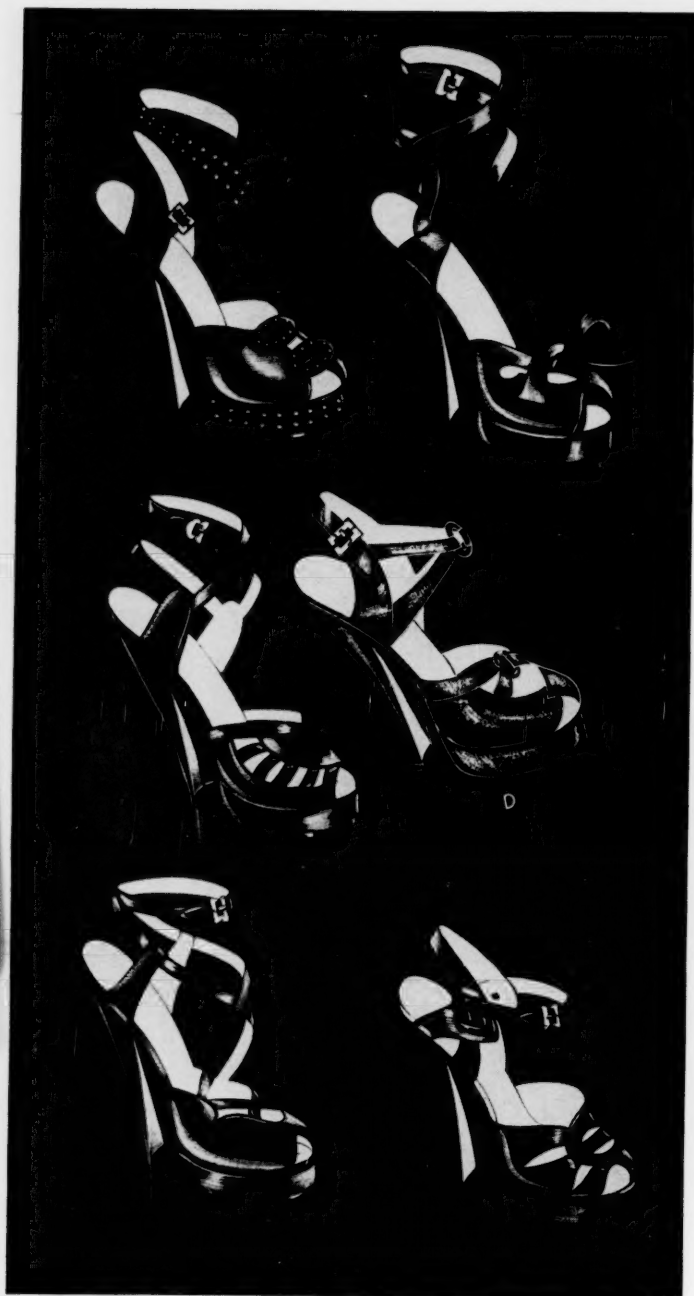
H
Brown elk or other heavy leather; rawhide binding, strips and backstay; red hard rubber sole.

F
A new ghillie of tan calf with pinked edges and heavy saddle stitching.



D
Dark red calf, heavy black stitch, black rubber sole; high back stresses bold look.

E
The longer moccasin plug with Goodyear stitch; in all brown calf with red hard runner sole.



A.
New quarter treatment with studs carried through on vamp and platform.

B.
New wrap-around with unique quarter treatment with same vamp motif; half inch platform.

C.
Shell vamp with new $\frac{1}{4}$ inch stripping effects on ankle strap and vamp.

D.
Reversible stripping on vamp and quarter going through decorative metal loops.

E.
Cross strap wrap-around with same effect on shell vamp.

F.
Double row of studs on platform, with stud motif on vamp and quarter.

THESE dozen exquisite models of new evening shoes for Fall highlight several important features: the emphasis on opened-up effects; decorative studs or nail heads; pleats; low-cut vamps; unique strap and quarter arrangements; and handsome vamp treatments.

The designer, by applying practicable ingenuity, has made these shoes adaptable to either popular-price or highgrade footwear in terms of construction and materials. Thus these designs possess a great deal of styling versatility from both an esthetic and practicable viewpoint—enough versatility to provide strong points of interest for every shoe man.

G.
Knotted saddle on quarter
and V-cut shell vamp.

H.
Offside draped strips (5-16
inch) with knotted button
at end of each strip.

I.
Stud motif on strap, quar-
ter, vamp and platform.

J.
Offside shell treatment on
pleated saddle coming from
quarter and overlapping
the vamp.

K.
Offside pleated vamp with
rabbit-ear effect, and a
wrap-around quarter.

L.
New wrap-around quarter
with pleated vamp and
novel cross-strap effect on
quarter.

*Evening
Glamour*
by
NICK GARDNER
QUALITY SHOES - BOSTON

HEEL HEIGHTS

Demand is for higher heels 16/8 to 20/8 in dress shoes, followed by 12/8 to 15/8.

PRACTICALLY every type of heel will be "popular" in Fall footwear. This is no attempt at generalization, but rather is simply the way the chips are falling in the actual buying. With the ballerina still in the picture the virtually heelless heel will be with us; and with platforms still here we will have the 22/8-and-up heel, too. Perhaps the most significant point is that no matter what the height of the heel (except for those on ballerinas) the heel itself must contribute a style value of its own to the overall appearance of the shoe. In short, the heel has become more than a functional part of the shoe, but is meeting the demand for esthetic values as well.

0/8 to 3/8: These heights are keeping alive chiefly by virtue of the ballerina. And the latter appears to be near its last breaths. Some moccasin or other loafer or sports types are using the very low heel, but not enough to make an impression numerically.

4/8 to 7/8: These heights represent most of the "flats," and with the latter still very popular we will see a substantial portion of the shoe buying in these heel heights. The Fall back-to-school popularity of the loafer and moccasin types, along with many casuals and play shoes particularly in evidence in the early Fall, the 4/8 to 7/8 range will make a good showing.

0/8 to 11/8: This range has fared fair in the Fall buying plans, but is not outstanding. Chief reason: it is an in-between range, neither flat nor high. It is therefore a somewhat "negative" range that will be used for "fill-in" purposes on some shoes.

12/8 to 15/8: A very strong contender. A lot of wedgies will fall into this category. Demand for higher wedgies is increasing, but most of them in this range. Also, the lower, slimmer Cubans fall around the 15/8 height, have been "slenderized" by virtue of squared backs, and as a result have won new popularity. Then, too, many of the Dutchie and college heel heights are in this classification, and will be popular with the school or teen-age crowd.

16/8 to 19/8: By far the most popular range; a walkaway in the dress shoe group, and very strong even in some of the casuals. For instance, a substantial number of 18/8 wedgies will be seen. The Louis and Continental heels are in this range, and demand for them is very strong.

20/8 to 23/8: Two factors chiefly gave this range a good position in the survey scoring: (1) the regular demand by a limited but appreciable slice of the women; (2) the continued demand for platforms, varying from 1/4 to one inch in height, and necessitating higher heels.

24/8 and up: Representing only a tiny fraction of the buying, and some of this only because a few of the more extreme heights in platforms continue to be made, requiring heels 24/8 and up.

SIGNIFICANCE: The survey revealed that for Fall buying dress types will outscore casuals by around three to one. This automatically indicates the use of the higher heel heights, as was corroborated by the survey. The most consistently mentioned heel was the 17/8. Again sheer economics have entered the picture. Women, said some buyers, are looking for more all-purpose dress shoes. This means that the heel height would have to be correspondingly all-purpose, suitable for various occasions. Hence the increased predominance of the 17/8, or 16/8 to 18/8.

The Cuban is being dressed up considerably, by virtue of some slenderizing effects and soft squaring of the back. As a result, the Cuban is gaining new popularity. Moreover, it is a "utilitarian" height, good for many occasions and for wider age range. On the other hand, the square back heel in other heights has not met with much success to date, though it is admittedly still experimental, especially in the higher types.

The popularity of flats does not seem to be declining, as there are several types of shoes accounting for a substantial portion of sales and requiring flatter heels (softies, ballerinas, loafer and moccasin types, playshoes, sport oxfords, etc.).

The leather built-up heel is still in its state of long hibernation. The answer appears to be simple; with the demand of all ages of women for lighter shoes—both in appearance and in actual weight—the built-up leather heel has not adapted very well. Even its old standby, the comfort oxford, has shed the leather heel in favor of the wood. And the failure of the spectator pump to make a substantial good showing in recent seasons has not helped the built-up heel, either.

HEELS							
	0/8-3/8	4/8-7/8	8/8-11/8	12/8-15/8	16/8-19/8	20/8-23/8	24/8 up
East	6	5	4	3	1	2	7
Midwest	7	4	5	3	1	2	6
West	7	6	4	3	1	2	5
So. West	7	5	4	2	1	3	6
South	6	4	5	1	2	3	7

SHOESCOPE National Survey— Fall Shoe Buying Plans

SHOE TYPES

In dress types it's the pump that's tops, with straps very close. In casuals the sandal is first choice. But opened-up shoes in any case.

THE PATTERN in buyers' style selections has not changed much since our last survey. Primarily it's because there is really no single new style they can get their teeth into. More styles than ever this Fall—but chiefly "re-touches" of old or recent ideas. The pump holds top spot in dress types, but both ankle and instep straps (or combinations of ankle and instep) are very close behind. In casuals the sandal or sandalized casuals are a runaway. Loafer types remain firm in demand—back-to-school factor the chief reason. Softies hold promise for another good season, but ballerinas are preparing for a swan dive and fadeout.

But no matter what the shoe, in practically every instance the call is for opened-up types, cooler weather notwithstanding. A very large share of closed-up types will be in walled-toe lasts, which are making a strong comeback.

PUMPS: Both closed and open types look good, but with the latter dominating. On closed types a more modified toe, rounder or squared or softly walled. Emphasis on lines rather than decorative effects. And slim Louis heels far in the lead.

INSTEP STRAPS: Every conceivable type of strap trick will be in evidence in an effort to create new shoes around an old idea. The instep strap shoe very much in demand.

ANKLE STRAPS: Running slightly ahead of instep straps, but being used in combination with instep straps. Straps are narrower, designed to create a "design" around the ankle by interlocking or woven effects.

OXFORDS: Buyers are again leaning toward them—but lighter, dressier oxfords with opened-up effects. The walled-toe lasts have motivated the interest, along with the wheeled or stitched extension sole. And sport oxfords, more of them with crepe soles, will make a good showing, especially with the school crowd.

TIES: Some buyers are persistent in their belief that ties—instep or ankle ties—will sprout one of these days. Anyhow, they're buying a few, just in case.

SANDALS: A runaway in the casual field because of their opened-up features. Buyers are taxing manufacturers and designers with demands for new versions of sandals. Sandal's strength lies in its being one of those all-around shoes, good for dress or casual wear, and possessing the popular opened-up look.

Loafer Types: The Fall back-to-school movement puts loafer and moccasin types up among the leaders. And buyers are planning to use decorative or ornamental effects on plainer types of these shoes—chains, insignia, novelty touches, etc.

PLAYSHOES: With the summer season past there will be an expected decline in this type—though it will be strong in the early Fall picture. Practically any type of casual that can't be specifically classified falls into the "playshoe" class, so there's a lot of flexibility here.

SOFTIES: Another very popular number with the school crowd, so buyers are planning for a good softie season. However, it is believed that the peak has been passed.

BALLERINAS: Almost a nationally unanimous opinion that the ballerina is ready to give up the ghost. However, there'll be a good showing of them this Fall—chiefly because nothing has yet turned up to take their place.

SIGNIFICANCE: Styles are in a "transitional" state. Most of them are hangovers from previous or prevailing types, but with much retouching to create "new" styles. But buyers are a little anxious. With more variation in styles than ever coming into the fashion picture the worry is about enough sizes to meet demand. New styles will lure customers into the store, but satisfactory size runs on hand are necessary to send those customers out of the store with a bundle under the arm. That's a costly proposition with a large number of styles—that is, a larger than ordinary variety of styles.

So buyers believe this: Watch for a more-than-usual number of bargain sales once the peak of the Fall season has passed—to get rid of a lot of odd-size lots, leftovers when the heart of the size runs have been eaten by early Fall buying. It will be costly to retailers who aren't careful. But they have little choice when competition is stocking a wide range of styles and showing them in windows, despite incomplete sizes in the store. And manufacturers are also warned to be careful. The retailer's loss might reflect on the manufacturer's cost sheets.

STYLES

	DRESS				
	Pumps	Instep Straps	Ankle Straps	Ties	Oxfords
East	1	3	2	4	5
Midwest	1	3	2	5	4
West	1	2	3	4	5
So. West	1	2	3	4	5
South	2	1	3	4	5

CASUALS

	Softies	Balls	Sandals	Loafers	Playshoes
East	4	5	1	2	3
Midwest	4	5	1	3	2
West	2	5	4	3	1
So. West	5	3	4	2	1
South	3	5	1	4	2

COLORS

Next to black, it's brown, green and blue in that order.

BLACK WILL be the customary walkaway in this Fall's color picture. But of the other colors, brown shows biggest strength, followed by green, blue and red, in that order. There will be the usual splattering of other colors—grey, taupe, wine, etc.—but too small to be of consequence. Metallics, except for evening shoes or trim effects, show little promise. The much-talked-about bronze and copper of a season or so past has proved more talk than action. Multicolor footwear will make a fair showing, though nothing outstanding.

BLACK: Will likely account for around 30 percent of all shoes for Fall, particularly late Fall on. There is an added reason for black's strength this year: economics. Black is a utility color, an all around go-with color that has an appeal for price-conscious women who must think in terms of one pair of shoes to go with several costumes. And black will predominate in the duller finishes.

BROWN: this will sharply replace blue which rated second place in Spring-Summer shoes. Buyers were vague as to tones of brown, indicating that no single shade has yet caught on in a big way. But some leaning toward darker shades. Again for economy reasons—the darker tones able to serve a more utilitarian fashion purpose for limited or cautious purses.

GREEN: Showing surprising strength—enough to replace blue for third place choice, though only by a hair. Why the leaning toward green? One comment caught the gist of general opinion: "Blue just had its fling, and red has been an in-and-out for the past few seasons. So green is now being given its chance to shine." Here, too, the leaning is toward the darker tones of green which have a rich appearance. No one expects green to be as big as blue was last Spring, but it will make an appreciable showing.

BLUE: This color will hold a strong position primarily by virtue of simple economics. Women bought a lot of blue in their outfits this Spring. They'll be using those outfits yet for a season or two ahead. Thus they'll

want and need blue shoes to go with these outfits. Not so much a matter of choice as necessity. After Fall it is expected that blue will fade sharply for a while—until another blue season makes its appearance.

RED: No more, no less than in recent seasons. It will have its small, customary demand, chiefly as an item to complete an ensemble. However, red trims or part of a multicolor picture will be seen appreciably.

GREY: Like red, it will be used as part of an ensemble—though grey clothing for Fall may come in strong. Grey is one color that no one seemed sure about; it could be stronger than anticipated, all depending upon Fall clothing selections. A substantial buying season in grey suits, coats and dresses could cause a run on grey shoes—could catch many retailers flatfooted as some of them were caught on blues this Spring.

TWO-TONES: These will do well, in their usual limited sphere, but in more subdued shades. Bright contrasting two-tones are out, but softer tones hold promise. Also, look for two-tones in finishes of the same color. For instance, black calf and black suede; or black kid and black patent. Shoe designers have fashioned many Fall styles along such patterns.

SIGNIFICANCE: It appears that no real significant features are in the color picture for Fall. Except for the return of brown into the second-choice spot (after black) to replace blue, and the slight movement up of green, the buying will follow pretty much the same order as in the past couple of seasons. No single color is really outstanding—that is, in a spectacular sense, as was the gold rush of a year or more ago.

If there is any reason that can be given for the current "lull" in the color situation it is simply that no really new types of shoes have come into the fashion picture to lend themselves to a special type of color. We are seeing no shoe craze such as the ballerina, the softie, etc. Shoes are simply "done-over" jobs of yesterday, of last season. And so are colors.

Economics also enter the picture, as pointed out in a couple of instances above. Conservative colors are more utilitarian in that they serve more purposes. With an increasingly price-conscious public there is less attraction to sparkling new colors, or "different" colors or shades. This factor is more important than many tanners, shoe manufacturers and shoe buyers realize. In short, as a study of "shoe color cycles" will show, colors are more conservative in times of economic caution or decline than in boom or less cautionary periods. The important thing is that colors in clothing (shoes included) reflect the public's economic mood.

	COLORS							
	Black	Brown	Blue	Green	Red	Grey	2 Tone	Metallics
East	1	2	4	3	5	6	7	8
Midwest	1	2	4	3	6	5	8	7
West	1	2	4	3	6	5	7	8
So. West	1	2	3	5	4	6	8	7
South	1	2	4	3	6	7	5	8

MATERIALS

Suede the strong leader, with calf a close second, with good outlook for snake reptiles.

SHOE BUYERS across the country are almost unanimous in their choice of suede as the favored selection in Fall footwear. The long reign of suede does not appear to be declining, according to the survey. Running a close second in choice is calf. However, as pointed out in the last issue of SHOESCOPE, by "calf" most buyers meant side leathers for the large part of their choice, but in their statements lumped calf and side leathers under the term calf. It was nip and tuck between glazed kid (exclusive of suede kid) and reptiles, with the latter having a slight edge in style footwear choices.

SUEDE: Kid suede was most specified by buyers in their buying plans, with calf suede a close second. Some buyers said they would concentrate on suede up to at least 50 percent of their buying of style footwear. Fabric and synthetic suedes were little mentioned, but on questioning it was found that "some cheaper grades" of suede were in the buying plans, and that fabric and synthetic suedes, almost wholly for low priced casuals, would be in the picture.

CALF: the majority of cases where "calf" was specified as a choice was translated as side leathers, often confused with calf by many buyers. In the higher grades genuine calf will be in demand, but in volume grades side leathers will predominate heavily.

REPTILES: Snake was far in the lead, with the remainder split about evenly between alligator and lizard. In the volume field (under \$10 retail, and accounting for 92 percent of total shoe production) embossed leathers almost wholly predominate the reptile picture. Why snake in preference to alligator and lizard? Answers were that the call is for light-looking shoes, and in the reptile class, snake has the lightest appearance of the group.

KID: Glazed kid holds its position largely by virtue of the semi-dress shoes where comfort is the prime factor. To the opposite extreme, it rates tops in very high-styled shoes using such features as drapes, pleats, cuffs, etc. But these are higher-priced, and hence restricted in volume sales. As one buyer said, "Glazed kid has a positive place, but a restricted place, especially in volume footwear. We're buying up to limited requirements, that's all."

PATENT: This is having a difficult time regaining its popular foothold. Plenty of patent trims in the picture, but overall patent is stop-and-go. In no case did it make a strong showing. Perhaps one buyer's comment might be significant: "The call is consistently for softer finish leathers like suede and calf. Bright finishes—patent and other metallics—get little demand, except for decorative touches."

FABRICS: Fabrics have been "on the verge" for the

past couple of seasons. However, in buying plans they still aren't clicking to any important degree. Gabardine looks best, though will fall short of former good showings. Satins are next. Others are spasmodic or sketchy as to choice.

SYNTHETICS: As regards uppers, synthetics are restricted solely to very low-priced shoes—and even here are restricted. Period. The answer is simple, according to one chain store buyer: "While several satisfactory synthetic soling materials have been found, we've yet to find a suitable one for uppers." However, there is a very slight increase in use of synthetic upper materials, due to price pressures.

SIGNIFICANCE: Between suedes and calf (including side leathers, of course), about 70-75 percent of the dress and casual shoes will fall into these materials categories. Some buyers said as low as 60 percent, others as high as 85 percent. The remaining percentage will be divided among all other materials, with glazed kid and reptiles debating for next choice.

However, the comments of several important buyers jibed on one significant point: suedes may have reached their peak with this Fall. They pointed to remarks being increasingly heard from customers: "What else have you besides suede? I've been buying mostly suede for several seasons now. I'd like a change." That's the gist of some customer remarks. It may spell the beginnings of a trend. Some buyers think so, but mostly on the basis of hunch rather than appreciable concrete evidence.

Patent and fabrics haven't succeeded in motivating any appreciable momentum in demand. Conditions for both are spotty. Fabrics, since their wartime boom and post-war plunge, have been awaiting a strong comeback for the past couple of seasons. But as yet no crystallization in this direction. Likewise with patent. However, this may be important: no really new shoe style trends—actual new shoes—have come into the picture to alter the demand for calf and suede in favor of other materials. If and when it happens, we may see a shift in materials demand.

MATERIALS							
	CALF	KID	PATENT	REPTILES	SUEDE	FABRIC	SW- THERICS
East	2	3	5	4	1	6	7
Midwest	1	3	5	4	2	6	7
West	2	5	4	3	1	6	7
Southwest	2	4	3	5	1	6	7
South	2	5	6	3	1	4	7



A.
The old two-buckle gaiter in-
spires a new high-riding ver-
sion of a tricky wrap-around.

B.
Modified wall takes a narrow
square throat, $\frac{1}{4}$ inch straps
completing the picture of a
new casual.

C.
Built-up vamp with opened-
up quarter. Tiny buttons in
row are decorative on the in-
step.

D.
Offside flare that compliments
the vamp. Alloter cutouts add
to the desired light appear-
ance.

E.
Crepe soles go with monk-
type casuals. Outside buckle
adjustable or non-adjustable.

F.
Straps going through slots
provide allover adjustment.
A bootie type with opened-
up effect.

New notes in casuals continue to be born in the minds of ingenious designers. This sextette of casuals are specifically created for the popular-priced field. The mounting versatility of the casual, from dressy to rugged sport types, has made it a consistently major classification, with its main strength in the volume field.

Miss Casey has distinguished herself in this field with an outstanding creative technique in fashioning smart casuals. Here she has suggested what she believes will be sure-fire attractions for next Fall.



Casuallore
64

MARION CASEY

(JOS. FANOLARE CO., BOSTON)

Autumn Pumps

by
JOSEPH DILK

LAWRENCE, MASS.

A. Multi-piece shoe with sections forming scalloped top line, each piece piped. Can be in allover suede, or alternating pieces of suede and lizard, suede and calf, etc.

B. Dainty twisted strap shoe with diagonal strap and shell outline to create an airy pump.

C. Offsided pump featured pleated overlay, the pleats emphasized by piping.

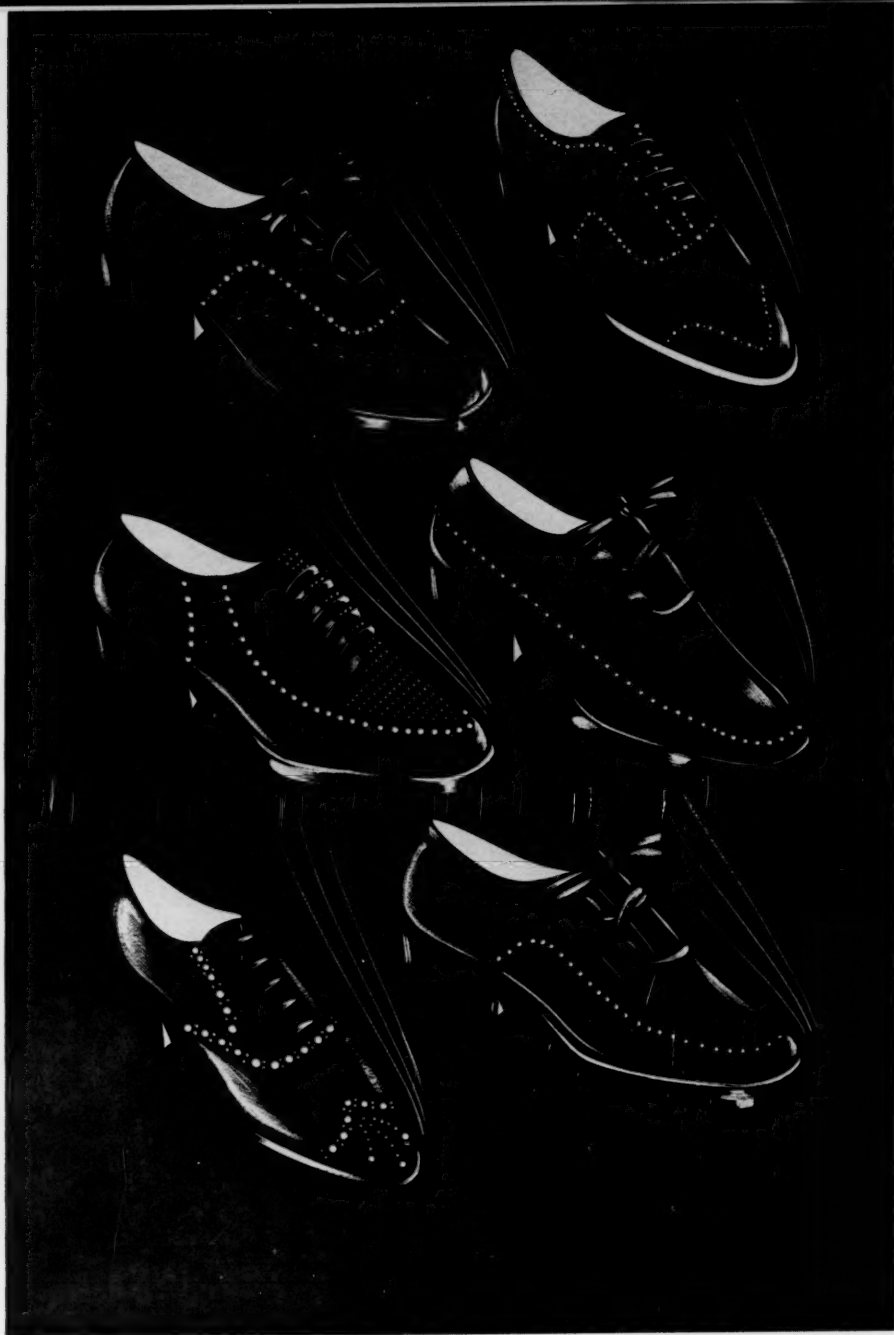
D. Pump combining high-riding and shell features, with piped matching cross straps, or may be contrasting material.

E. Roll or cuff type pump; particularly effective in suede with matching satin on inside of roll.

F. Softly draped shoe adaptable to suede. Has soft box toe.

THE basic pump is one of the most beautiful, simple, flattering shoes created. It will be seen this Fall in many exquisite variations from the classic opera pump, closed-up, to the very light, airy, shell type.

The group presented here are on a modified tapered toe with an approximately 23/8 Louis heel. Joseph Dilk has made a reputation for himself by virtue of his concentration on simple lines rather than decorative effects to achieve his beautiful but practical designs. The end result is a graceful, easy-to-make shoe that appeal to fashion smart eyes.



A.
Loop-laced Bal sport oxford; leather-laced moccasin vamp, leather-piped top line. Excellent in combination calf and suede.

B.
Bal dress oxford in allover grained leather.

C.
V-shaped moccasin blucher; calf vamp and quarter with suede vamp insert-stitched and perforated.

D.
Loop-laced blucher; four rows close fancy stitching; leather welt seam up vamp front; leather thong lace.

E.
Bal dress oxford in allover grained leather.

F.
Loop-laced blucher in allover smooth leathers, or combination smooth and brush; leather thong laces.



G.
Blucher dress oxford in
allover pebble grain
leather; four rows close
fancy stitching.

H.
Leisure type oxford with
sleeve gore strap ad-
justment; in allover
smooth leather.

I.
Novel "athletic" shoe
converted into dress
blucher.

J.
Strap-adjusted blucher
in allover smooth lea-
ther.

K.
Chukka boot, strap with
buckle adjustment; in
allover calf or suede,
with wide leather-bound
top line and leather welt
seam up vamp front.

L.
Dress blucher in all-
over calf or suede-calf
combination; perfora-
tions in moccasin vamp
are underlaid.

THESE dozen dashing designs typify some of the smartest styling effects in men's popular-priced footwear for Fall. The Bold Look still prevails to maintain the rugged appearance in demand by virtue of leather thong laces, leather loops, heavy clog or log rubber soles which may run up to 32 iron; leather-piped top lines or leather welting for decoration will also be in evidence.

Dressier types will be seen in narrower lasts or combination lasts in masculine grained leathers. Adjustable straps will find a role, too. And, of course, keep an eye on brush leathers in dress types.

These exclusive designs lend several fresh notes to the Fall fashion scene providing a unique masculinity which males will find attractive.

Top Left: Pointed cuff turns up or down on this platform wedge boot; in black glazed kid with colored platform and cuff; by Merri Miller.

Top Center: Stitched front detailing, high pointed back and large metal button distinguish this platform wedge boot by designer Merri Miller in brown crushed kid with red stitched detailing.

Top Right: All around stitching, high pointed front and back of heel; taupe suede kid boot with green mud-guard; by Al Lewis.



Bottom Left: Impression of lattice work is given in criss-cross button closing on cognac suede upper of this boot; by Ben-Burk.

Center: Three metal clips form the closing of this allover brown crushed kid boot; by Merri Miller.

Bottom Right: High grey suede top, zipper closed, contrasts with the Navy glazed kid lower part of this boot; by Ben-Burk.

CREATIONS IN KID

SEVERAL of the country's leading shoe designers have teamed up to produce this array of kid fashions exclusively for SHOESCOPE. On the lefthand page we see smart fashion at its peak; on the righthand page the leaning is more toward the conservative, but nonetheless creative in providing smart but comfortable footwear complying with Fall styling demands.

"Boot-type" footwear blossomed in postwar Paris. But alert American designers have added several creative highlights of their own to this type of shoe. Molded by pliant, rich kid leathers—suede or grain—the result is something exquisite and unique in new shoe styles to inspire shoeman and consumer alike.



Left: Five straps criss-cross into a two-buckle closing on this blue boarded kid comfort shoe; by Irving Block.



Right: This black glazed kid comfort shoe offers a well-supported airiness with open toe, cross straps and single buckle closing; by Irving Block.



Above: Green kid underlays on the crossed straps of this brown kid comfort shoe add interesting contrast in color; by Irving Block.



Left: Red piping and buttons brighten this single strap comfort shoe in black glazed kid; by Irving Block.

every type of lattice effect having been tried, new ideas created around the shell are cropping up. Stripping treatments riding back and high up the instep. Or saddle effects. Or formation pieces.

Newest idea in quarters is one or more very large cutouts filled in with criss-cross strippings to give a latticed, window-like effect. Very impressive. Scalloped quarters continue to attract a lot of buying attention. Offsided or asymmetrical quarters also big. And quarters containing one or more decorative effects; for instance, beads or tiny nail heads. Plenty of open backs, but more closed backs ahead.

With Fall bringing a predominance of dress shoes over casuals (3 to 1), most popular heels will be in the 16/8-18/8 heights, followed by 19/8-21/8, then 12/8 to 15/8. Squared-back heels successful only in Cubans so far. Look for lots of high wedges—17/8 to 21/8, with most at 18/8. Flats, especially the 6/8-11/8 range, continue strong.

Pleated shoes a terrific seller—BUT ONLY if they're styled right, priced right, made right. Much interest in pleated tongues and fronts, especially high fronts.

Biggest note in ornamental effects is nailheads. Sweeping in fast. But mostly very small, delicate nailheads. Arranged on the vamp or quarter to form a decorative design with harmonious motif between vamp and quarter. Some on platforms, too. Buttons still very predominant, with no sign yet of decline. More decorative than functional. Name your size, shape or material of button and it's good.

Brushed leather shoes the big Fall talk in men's footwear. More styles than ever will be made with such leathers, and with good sales promise. Male consumers are not so rigidly conservative as men's shoe manufacturers have long lulled themselves into believing. The Bold Look is expected to hang on one more season, then begin to peter out. Rugged looking notched welting will be a prominent feature of such shoes: also contrasting stitched welting. Darker leather colors. Looks like last year's mahogany will be replaced with wine and cherry shades. Look for more military strap effects with large buckles to emphasize the masculine.

Chief note in infants' soft footwear is stress on colors, mostly pastels, with white, blue and pink far in the lead. Colored contrast stitching also to be featured. Infant's hard-sole footwear continues to be chiefly elk, most popular colors being white, maroon, dark green and navy blue; also two-tone browns, and black suede-patent combinations. Chief gripe about this footwear is that soles are too rigid. Says one prominent chain store buyer, "It's shameful that little tots still have to 'break in' their new shoes because of soles that resemble

wooden planks. Mothers are rebelling, and justifiably."

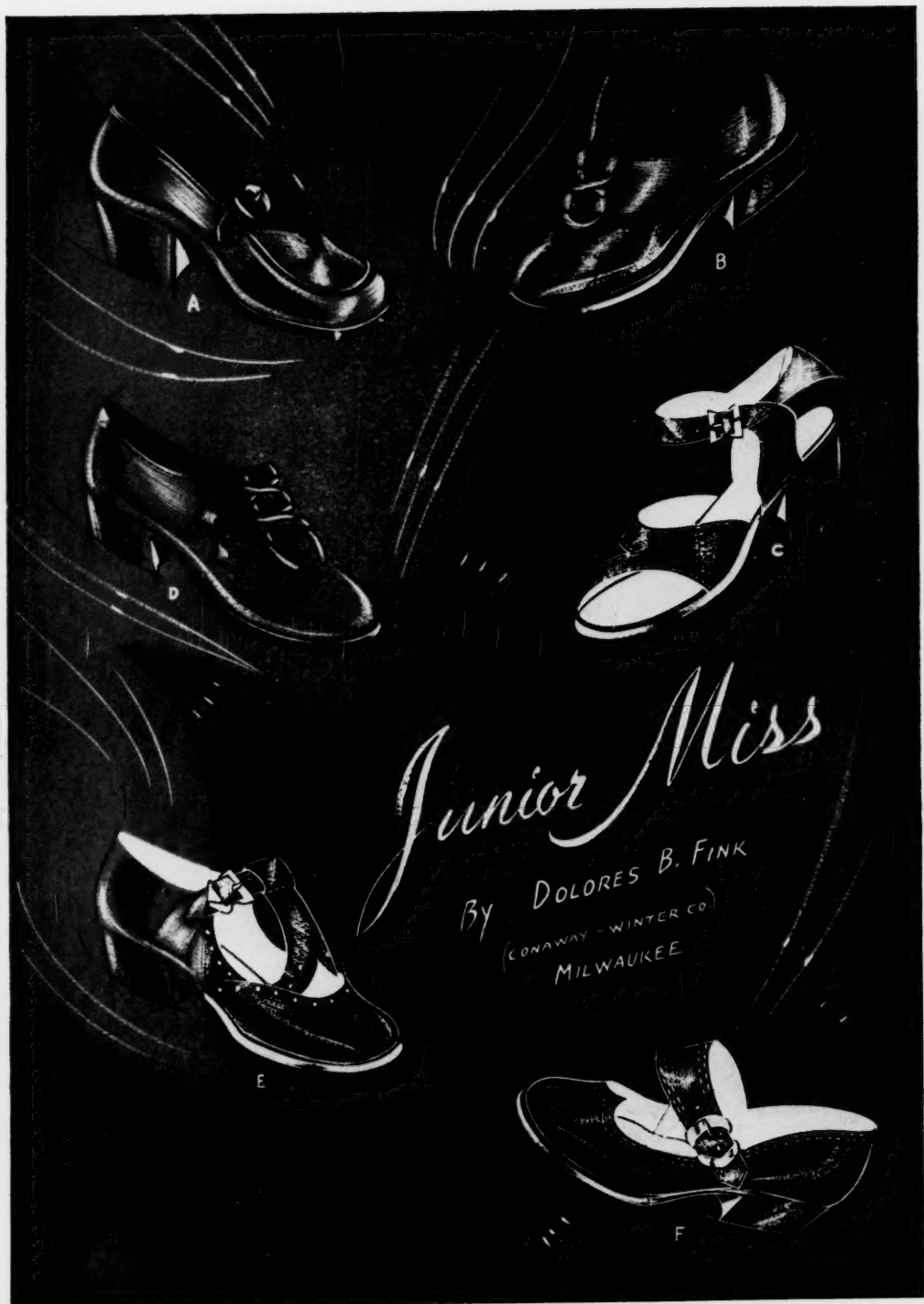
Hottest item for teen-agers is the chukka shoe that will be worn with "Levi's" and blue jeans. This is a semi-high cowboy-like boot with flat heel, round toe, extension sole with wheeled edges, the upper fancy-stitched, with wide adjustable strap and buckle. Dress shoes for teen-agers will follow pretty closely adult patterns, with mild modifications and, of course, lower heels. Leading colors for loafer types will be copper, rust, woodland green, reds and blues. Saddle oxfords making very strong comeback. However, now the saddles will feature bright color combinations, two-tone or multicolor.

Revolution in boy's footwear styles. And about time. Key-note is the rugged, bold look. These have been hard to get. So the kids—we get reports—have been buying men's heavy work shoes, cutting off the tops, and applying their own ingenious decorations to "dress them up." A wide open market here for modified ski and cowboy boots—eliminating the high heel and pinched toe of the cowboy boot. Decorative effects accomplished with flashy trim, heavy saddle stitching, brass eyelets, metal hooks and buckles (silver especially, and even silver tips on adjustment straps. Also ghillie ties and tricky straps. Use of heavy leathers, unlined, with rawhide trims. And high backstays used for "grippers." Soles of heavy leather, crepe or hard rubber. And storm welting on wide extension soles. Some of these ideas are illustrated by the designs of Alice McCallister, in this issue.)

The Fall style picture, particularly as applies to men's and women's footwear, is in a strange condition. There will be an avalanche of "new" styles, yet there is nothing really new that has come to the surface. An almost traditional lethargy afflicts the men's style field. The same old turning of the crank to turn out the same old styles, slightly modified but far from inspiring. The pair you bought ten years ago are quite in style today—an indictment against the men's shoe branch not because of any lack of creative ability but a sorry absence of promotional sense to inspire male receptivity to appreciably new styles.

Women's styles continue to be "mongrelized"—borrowing a bit from one style here, another there, and presto! what is presumably a "new" shoe. But no basically new shoes have made their appearance yet. And nothing that is spectacularly new, in a popular sense, in materials or colors. It looks as though footwear, in its present state of "suspension," is serving primarily a functional or utilitarian purpose: something to cover the feet and look "nice" at the same time. But not enough fashion inspiration in certain types yet to motivate buying for style features chiefly.

Maybe in a couple of months it'll all pull out of the doldrums. Meanwhile, perhaps it's the current lethargy in the style situation that is partly, if not largely, the reason for the relative lethargy in shoe business.



Junior Miss

By DOLORES B. FINK
(CONAWAY - WINTER CO.)
MILWAUKEE

A

Vamp treatment applicable to oxford types: one-strap with open effect moccasin treatment.

B

Ghillie with reversed leather colors—all brown elk or all white elk.

C

A sun sandal, applicable to any solid color, or two-tone.

G

Monk strap: in reversed leather with top-grain trim.

H

Playshoe: in two-tone or multicolor, stitched edges.

HERE are classic examples of forthcoming popular types for the Junior Miss set. They are the essence of childish charm and naivete: low-throated ghillies, sunny-day sandals, monk straps, and one-strap models. These treatments are enhanced by the combination of reversed and top-grain leathers, and by use of various materials and colors.

The new and daring design ideas applicable to some women's styles must be modified in children's or misses footwear to provide the essential factors of fit and foot health plus cost practicabilities for the manufacturer. These are wholly incorporated here—yet with sensible applications of novelty touches to create the vital element of eye-appeal.

D

Open-throat ghillie: reversed leather and top grain trim, or brown and white combination.

E

Wide T-strap, stitched and perforated vamp and quarter edging: in patent or two-tone.

F

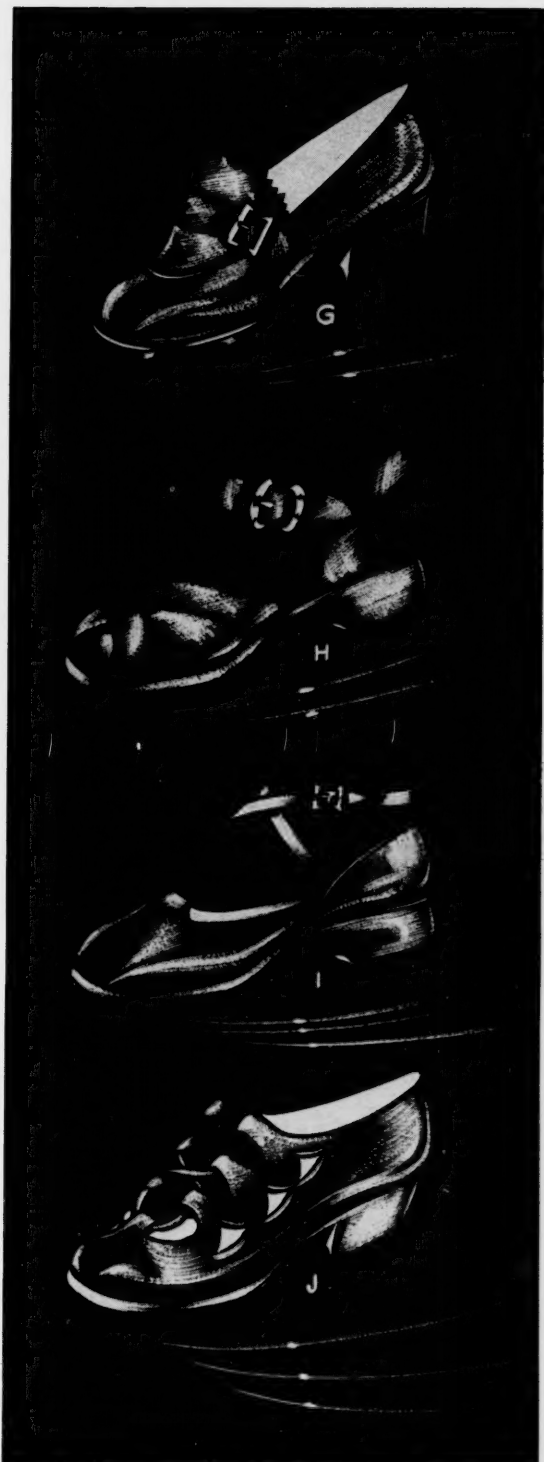
Wide single strap with pointed throat: effective in patent.

I

Grecian effect casual: in reversed leathers or patent.

J

Low throat ghillie, lined or unlined, in solid color or combination of colors.





Creative Welting

Welting is due for a larger fashion role than ever, what with the new shoes containing extension soles, spade soles, walled and square-toed lasts, the Bold Look, the western influence, and other popular style themes. Welting has gone style conscious for all types of shoes, no longer associated alone with the rugged look but dressed with esthetic effect that makes the eye see the shoe from the sole up rather than only from the upper down. In short, welting is designed to catch the eye and contribute an important fashion factor of its own. And here are a number of new Fall ideas in welting.

BE RIGHT FROM THE START

WITH **AMALGAMATED**
Coordinated Colors



SELECTED RAWSKINS



EXPERT LABORATORY CONTROL



CUTTING PERFECTION



PROFITS AT THE FITTING STOOL

To the thought and planning with which you detail your Fall patterns, add the further precaution of specifying Amalgamated Coordinated Colors . . . the **COLORS** that sell **SHOES** and **ACCESSORIES**. All the care you take in detailing a perfect pattern and scheduling it in a practical and profitable size run is to no avail if the color of the leathers from which it is made is wrong.

When your customer tries on that pattern detailed in Amalgamated Leather, she will like it *instantly* because it will be *Color-correct* as well as *Fashion-right*. And when she accessorizes it she'll find handbags and belts in exactly the same colors and cast of color because every skin Amalgamated ships to **SHOE** and **FASHION ACCESSORY** Manufacturers adheres as closely as possible to the **COLORS** selected by the Joint Color Committees and are promoted only under the names designated by the Committees.

That is why manufacturers and retailers say, "Amalgamated makes the **COORDINATED COLORS***, in **CHARMOOZ**, **GLAZED KID** and **GENUINE REPTILES**, that sell shoes and accessories profitably."

*Also Kid Linings in contrasting shades.

**AMALGAMATED
LEATHER COMPANIES, INC.**

**WILMINGTON 99
DELAWARE**

*the finest products
of the tanner's art*

• **CORDOVAN BUTTS**

Imitated but never equalled. The outstanding aniline leather—soft for comfort, long wearing with lasting beauty. "Horween Cordovan" is specified by leading manufacturers and retailers.

• **VEGETABLE CALF**

"It's timber tanned"

Tanned with care by experts—Soft, mellow, long wearing, —smartly finished—"The Luxury Leather", for shoe uppers.

• **CHROME CALF**

"CHROMEXCEL"

Beautiful finish, rich appearance and unusual wearing qualities.

A high grade leather for high grade footwear.

• **SIDE LEATHERS**

Heavy Sides—Chrome, Vegetable and combination tanned. Leathers that combine service and economy. Black and colors.



Leather Company

New York:
Boston:

2015 ELSTON AVE.
HERMANN LOWENSTEIN, Inc.
KAYE and BARNES, Inc.

CHICAGO 14, ILLINOIS
26 Ferry Street
93 South Street

For Fall...

For any time...

***Korn Leathers
represent value.***

***Yes, just honest-to-
goodness value.***

Black & Colored
SIDE LEATHER

Also:—

SPLITS
for every purpose

KORN
Leather Co.
Peabody Mass.

Flattery

AT ITS FINEST



NOW AVAILABLE IN

Glazed Kid . . . Black

Suede Kid . . . Black, Brown, Blue

Fashion-trained feminine eyes instantly recognize the "luxury look" in quality Kidskin, as exemplified in Dunhood Leathers. Fine grain, clear color, lasting comfort and faithful service make Dunhood Leathers truly outstanding.

Sales Agencies:

ST. LOUIS 3
Allen & Siji
1433 Locust St.
MILWAUKEE 4
C. E. Becker & Co.
647 W. Virginia St.
CINCINNATI 2
W. D. Cost & Company
307 E. 4th St.
SAN FRANCISCO 3
MacPherson Bros. Leather Co.
730 Mission St.
NASHVILLE 3
Horace H. Beaven Co.
3rd Nat. Bank Bldg.
HANOVER, PA.
McClarlin—Bedford
Hoffman Bldg.



DUNGAN, HOOD & CO., INC.

ESTABLISHED 1870

240 W. SUSQUEHANNA AVE., PHILA. 22, PA.

83 SOUTH STREET, BOSTON 11, MASS.

ACME'S products

=

SAVES

=

MORE SHOE BUSINESS



90% of the shoe business is based on price appeal. When you use ACMETEX* for quarter and sock linings, service satisfaction is unchanged but your shoe value rises as lowered costs become reflected in selling price.

ACME BACKING CLOTH more than pays for itself in countless cutting-room applications. Compare its performance and you'll always choose it.

ACME BACKING CORP.

MEADOW & BOGART STS. BROOKLYN 6, N. Y.

ABC BACKING CORP.

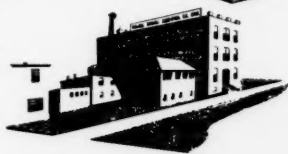
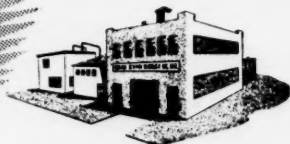
HADLEY & MULLANPHY STS. ST. LOUIS 6, MO.

*Reg.



(EA)

one-two
let Essex buckle
the shoe!



not one - but TWO of America's
most modern shoe ornament
factories..... at Your Service



Write for samples - TODAY



Essex

SHOE SUPPLY CO. INC.

"Exterior Decorators of Fashion Footwear"

SALES OFFICE 186 LINCOLN STREET BOSTON 11 MASS. Liberty 2-5498 FACTORIES AT BOSTON, MASS. AND PROVIDENCE, R. I.
Representatives in New York • Pennsylvania • Cincinnati • Chicago • St. Louis • Canada • Latin America

MELVIN HENKIN, INC.

TANNERS

31 SPRUCE ST., NEW YORK 7, N. Y.

CHROME LAMB LININGS

Black and all Colors

SUEDE KID

White, Black, Colors

Tannery—Wilmington, Del.

CHROME SHU-CAPE

Black and Colors

LINING KID

Grey, Field Mouse, Parchment
Pink, Green, Baby Blue, Red

SLIPPER KID

Black, Brown
Burgundy, Blue

GENUINE
ALLIGATOR

GARMENT LEATHER

GOLD and SILVER
LEATHER

Representatives: ST. LOUIS, MISSOURI—J. C. Henley; CINCINNATI, OHIO, Robert O. Bardon

LIBERTY



BELL

DOUBLE OAK
SHOULDER WELTING

"TOPS" for QUALITY

McADOO & ALLEN WELTING CO. QUAKERTOWN, PENNSYLVANIA

Agencies in Principal Centers in the United States and throughout the world.

EASIER TO SELL

BARBOUR

Stormwelt

PATENTED

for Faster Selling Shoes

This style
has become
a popular staple

BARBOUR

Stormwelt

PATENTED

in a wide range of designs — for every selling season. Increase your turnover of established patterns with the right Stormwelt design — in matching or contrasting shades.

Stormwelt "Weatherstrips"

Stormwelt Holds The Shape

Stormwelt Styles The Edge

BARBOUR WELTING COMPANY, Brockton 66, Mass., U.S.A.

The SOLID LEATHER STRIP that
STYLES as it "WEATHERSTRIPS"



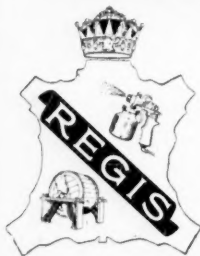
strong *

* see page 9

REGIS

SUEDE SPLITS

EMBOSSED LEATHERS SMOOTH LEATHERS



Contract work a
Specialty

REGIS LEATHER CO. INC.
100 Foster St. • Peabody, Mass.

*Reach your Market
through
the pages of*

LEATHER and SHOES

"PODOMETRICS" IS NOT A CHINESE WORD...

It's a new shoe science dealing with lasts, shoes and feet. A new book: **PODOMETRICS — A New Dimensional Approach to Lasts, Shoes and Feet.** What's wrong with the shape and fit of today's shoes—and what can be done about it. Nineteen thought-stimulating chapters, 100 illustrations. Price \$2.50. The Rumpf Publishing Co., 300 W. Adams St., Chicago 6, Ill.



**THEY
GET
RESULTS!**

Use.....

**LEATHER & SHOES
WANT ADS!**

...for quick turnover of odd lots of leather and materials.
...for sale of machinery, equipment, plants, etc.
...for new positions, expert help, selling agents, representatives.

Copy received on Thursday will appear in following Saturday's issue.

LEATHER & SHOES
The International Shoe and Leather Weekly
300 W. Adams St., Chicago 6, Ill.

FOR
*European
Shoe Styles*
READ
La Chassure

Quarterly Footwear Fashion publication indicating future European trends. Mailed direct from Paris, the hub of the fashion world.

\$40.00 Per Year Prepaid

Mail Orders to:

LEATHER and SHOES
300 West Adams Street
Chicago 6, Ill.

BELGIAN — HOLLAND — LUXEMBURG

MARKETS

ALL readers interested in
these markets

SHOULD READ

**LA BOURSE AUX CUIRS
DE BELGIQUE**

the most important trade
paper for our industries in
these countries.

Published fortnightly; as soon
as it can: weekly, as before
the war.

Subscription:
belg. Frs. 250.—annually

Offices: 43. rue de Liverpool
Brussels (Belgium)

Ronci Is The World's Largest Manufacturer of Buckles!



**The Next Time
You Order
Buckles...**

Check All Five!

- 1) **STYLE:** RONCI is always in the vanguard of style pace-setters. That's why so many leading footwear makers invariably specify "RONCI"!
- 2) **FINISH:** RONCI always has been renowned for the exceptional durability and attractiveness of its finishes. More than a score are available!
- 3) **DESIGN:** Tailored, dressy, novelty or period—RONCI's craftsmen have created the appropriate design for your every need!
- 4) **SIZE:** Hundreds of individual RONCI patterns come in a complete range of sizes. Special sizes always can be made to order!
- 5) **QUALITY:** Every RONCI Buckle or Ornament is designed, fabricated and finished in our own Plant! That's why we can guarantee the absolute quality of our products — from beginning to end!

**WRITE or WIRE for
SAMPLES, SIZES and PRICES!**

*New designs now being shown in leading shoe
lines at the Popular Price Shoe Show.*

**RONCI CO.
INC.**

2 ATLANTIC
▼ BLVD. ▼
CENTREDALE
RHODE ISLAND
U. S. A.

IT'S BURK'S WHITE SUEDE KID



that's
all you
need
to know



BURK'S suede kid is leather

as you like it...nappy with

a velvet feel...uniform and clear.

Desirable selections are still
available in white...and always in black.

BURK BROS.

Oldest Operating
Chromic Tannery
in the World

PHILADELPHIA 23, PA.

PACEMAKERS OF PROGRESS

You don't really know the shoe industry until you've read this book. An amazing wealth of fresh knowledge brought to your desk. Its 346 pages are profusely illustrated. Price \$6. The Rumpf Publishing Co., 300 W. Adams St., Chicago 6, Ill.

Renovation Chaussure

The greatest international magazine for Belgium shoes presents every month:

"Modes et Modèles" a complete view on the situation in Leather and Shoes in Belgium.

Subscription: 12 consecutive numbers—

Belgium 200 B.F.
Abroad 260 B.F.



RENOVATION CHAUSSURE,

28 Rue Capitaine Crespel
Bruxelles, Belgium

LA HALLE AUX CUIRS

a weekly magazine, founded in 1850, is one of the oldest professional papers in France.

It publishes information concerning the whole industry and commerce of leather, and the industries of its use.

Raw hides, tanning, tawing (leather dressing), shoe manufacturing, glove-making, morocco leather manufacture, luggage, etc., as well as the retail markets.

Professionals in the leather and shoe trade in the United States, who are interested in the French market, will greatly benefit by reading:

LA HALLE AUX CUIRS

36, Rue Debelloye,
PARIS 3, FRANCE

Cable Address: CURNAL PARIS

Subscription Price: 800 Francs per Year.

Reach the
Most Important
Buyers
In The
Shoe Industry
Through the
Pages of

LEATHER
and **SHOES**

The Rumpf Publishing Co.
300 WEST ADAMS STREET
CHICAGO 6, ILLINOIS

*All Members of the Profession
interested in the*

FRENCH MARKET

should read

LE CUIR

EDITION

COMMERCIALE

*the most important trade paper
for our industries in Europe,
published daily as soon as condi-
tions permit, now three times a
week.*

Subscription price: U. S. A. and
England and Postal Union, Frs:
900. Other countries, Frs. 1,000.

Also, for all technicians:

**REVUE TECHNIQUE
DES INDUSTRIES
DU CUIR**

(Formerly LE CUIR TECHNIQUE)

54, Rue de Bondy
Paris, France

Subscription price: U. S. A. and
England and Postal Union, Frs:
650. Other countries, Frs: 700.

Fashion's Newest Fabrics Call for *Quality* Backing



New shoe styles stress the importance of *new ideas* in backing methods and processes. Comfort and wearing features also need the support and protection of the proved benefits of new combining ideas for which Windram is famous.

WINDRAM *Quality*
COMBINING—ELASTICIZING
BACKING CLOTH and PLASTICS
WINDRAM MANUFACTURING COMPANY
Established 1867
3 Dorchester Street So. Boston, Mass.

PODOMETRICS — A NEW SHOE BOOK

About it one manufacturer says, "A terrific impact on the industry's traditional thinking about lasts, shoes and feet." A truly scientific study that strikes at the roots of dozens of common and costly shoe problems. One hundred original illustrations. Price \$2.50 The Rumpf Publishing Co., 300 W. Adams St., Chicago 6, Ill.

Suede
worth the difference

SLATTERY BROS. TANNING CO.
210 South St. Boston 11, Mass.

strong *

* see page 9

6000 Years of Shomakeing

That's the remarkable story of **PACEMAKERS OF PROGRESS**, by Harold Quimby, eminent shoe industry authority. There's a gap in your technical library until you own this book. Price \$5. The Rumpf Publishing Co., 300 W. Adams St., Chicago 6, Ill.

BOOKS FOR EVERYONE IN THE INDUSTRY

Shoes—Pacemakers of Progress
By Harold R. Quimby

The complete development of shoes and their manufacture from 2000 B.C. to 1946 A.D. A liberal education to anyone in the shoe industry.

\$6.00

**Bank Loans to
Shoe Manufacturers**
By E. Morton Jennings

Leather, shoe men, students, and bankers engaged in loaning money to shoe manufacturers, should have this book. It contains a vast amount of sound financial information on markets, futures, contracts, labor, shoe machinery and distribution.

\$6.00

Tanning Processes
By August C. Orthmann

This book belongs in every leather man's library. It contains a usable, essential, every-day leather making procedures written by a nationally recognized authority on the chemistry and process of tanning.

\$12.50

Podometrics
By William A. Rossi

The most hotly discussed book in the shoe industry. It covers the vital subject of foot measurements and foot types as they relate to shoes and lasts. It is "packed full" of original ideas on tomorrow's approaches to last making.

\$2.50

All published by
THE RUMPF PUBLISHING CO.

300 West Adams St.,
Chicago 6, Ill.

●

THE INDUSTRY'S GUIDE BOOK ON TANNING

●

TANNING PROCESSES, by August C. Orthmann, international leather authority. This 414-page technical classic includes the newest of practical information in the industry. Price \$12.50. The Rumpf Publishing Co., 300 W. Adams St., Chicago 6, Ill.

●

strong *

* see page 9

"FIRST AIDE" to the shoemaking trade since 1921

STRIPPING

BINDING

PIPING

Softop
BINDING

Sixtyle
ADHESIVE
PIPING

"Jerry" Burg
401 Temple Bar Bldg.
Cincinnati, Ohio

Industrial Leathers
722 E. Washington Boulevard
Los Angeles, California
30 Hawthorne Street
San Francisco, California

Harry Miller
21 Spruce Street
New York 7, New York

P. C. Fernandes & Cia.,
50 Broad St., Boston, Mass.
Havana, Mexico City, Lima,
Beyrouth, Buenos Aires, Shanghai,
Panama, Manila, London

John G. Freeman Co.
918 North Fourth Street
Milwaukee, Wisconsin

Odell Sales Limited
Lyman Tube Building
920 Ste. Sophie Lane
Montreal, Quebec, Canada

Eureka
PLATFORM
BINDING

multiply
SUEDE

Mello top
COVERED
GOING

HALEY-CATE co., inc. Everett • Mass. • St. Louis • Mo.

CUTTING DIES



For over 92 years
NONE BETTER
Quality Service

JOSEPH E. KNOX CO., INC.
LYNN, MASS.

Greater New York Representatives
Harold J. Polsbie
850 St. Mark Ave.,
Brooklyn, N. Y. Tel.: - Pr. 2-5194
Lawrence A. Engel
456 Brooklyn Ave.,
Brooklyn, N. Y. - Tel.: SLO. 6-0685

strong *

* see page 9

the **INSIDE**
story of
all *good* shoes

GEILICH LINING LEATHERS

GEILICH LEATHER CO., TAUNTON, MASS.

PUBLICATION OFFICES

LEATHER
and **SHOES**

300 West Adams Street, Chicago 6, Ill.

BRANCH OFFICES AND AGENTS

BOSTON 10, MASS.: Frederick G. Moynahan, 10 High St., Liberty 2-4652
NEW YORK 7, N. Y.: Cardwell E. Belding, 20 Vesey St., Barclay 7-8783
PHILADELPHIA 41, PA.: C. E. Belding, 4674 N. Sydenham St., Michigan 2744
CINCINNATI 2, OHIO: O. H. Bardon, 529 Sycamore St., Main 6462
ST. LOUIS 6, MO.: William Creahan, 2549A N. Market St., Central 3494

Advertising Manager: Philip Melhado
GREAT BRITAIN and EUROPE: J. B. Tratsart (J. Leslie Brown), 5, London St., London, W. 2, Paddington 5946

ARGENTINA, BRAZIL, PARAGUAY, and URUGUAY: P. C. Fernandez & Co. de Boston, U.S.A. "Caronea," 4040 Lasica, Buenos Aires, Argentina

PERU, CHILE, ECUADOR, and BOLIVIA: P. C. Fernandez & Cia., S.A., Apartado No. 1454, Lima, Peru

CUBA, DOMINICAN REPUBLIC, HAITI, and JAMAICA: P. C. Fernandez & Co., Ltd., Apartado No. 2498, Havana, Cuba

PANAMA, COSTA RICA, VENEZUELA, COLOMBIA, and CURACAO: P. C. Fernandez & Cia., Ltd., Apartado No. 3109, Panama, R.P.

ASIA: Far Eastern Leather Corp., 143-144 Embankment Bldg., Shanghai, China

MEXICO and CENTRAL AMERICA: Carlos Manuel Elizondo, San Jeronimo 90, Mexico City, D.F., Mexico, Telephones Eric 12-89-45, Max. L-46-03

Advertisers

ABC Backing Co.	49
Acme Backing Corp.	49
Amer. William Co.	10
Amalgamated Leather Cos., Inc.	45
Barbour Welting Co.	51
Beckwith Mfg. Co.	16
Burk Bros.	54
Carr Leather Co.	Back Cover
Donovan, F. C., Inc.	12
Dungan, Hood & Co., Inc.	48
Essex Shoe Supply Co.	50
Geilich Leather Co.	58
Greenebaum J., Tanning Co.	5
Haley-Cate Co., Inc.	57
Henkin, Melvin	50
Hood Rubber Co.	15
Horween Leather Co.	46
Irving Tanning Co.	8
Korn Leather Co.	47
Knox, Joseph E. Co., Inc.	57
LaChassure	53
Le Cuir	55
La Bourse Aux Cuir	53
La Halle Aux Cuir	54
Lincoln Leather Co.	17
Linen Thread Co., Inc., The 9, 52, 56, 57, 58	
Lynn Innersole Co.	6
McAdoo & Allen Welting Co.	50
North & Judd Mfg. Co.	11
Ohio Leather Co., The	7
Regis Leather Co.	52
Renovation Chaussure	54
Respro, Inc.	18
Ronci Co., The	52
Rotary Machine Co., The	2 and 3
Rueping, Fred, Leather Co.	19
Slatery Bros., Tanning Co.	56
Thiele Tanning Co.	14
United Last Co.	59
United Stay Co., Inc.	13
Windram Mfg. Co.	55

MORE EVIDENCE
that

From Our Rasp and File Comes Top-Notch Style



ADOLPH ERNST
Head Modelmaker



HOMER BOYD
Superintendent



J. D. McNAMARA
Manager



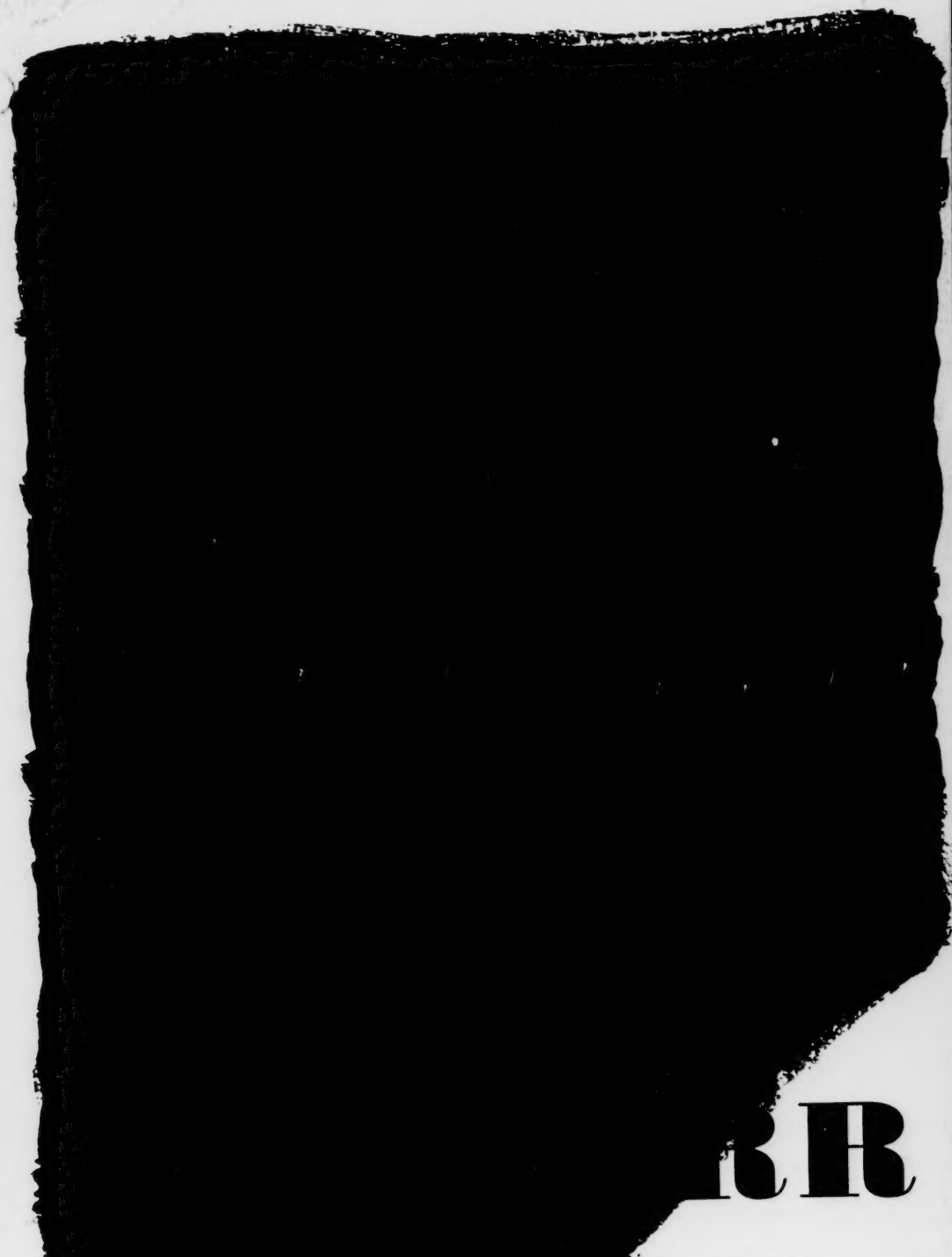
E. G. DANIELS
Office Manager and Salesman

It would be difficult to find more **STYLE, FIT and SHOE SELLING** know-how than is represented by the four men of our Krentler Bros. St. Louis plant whose pictures are shown. Their *business* is the supplying of lasts. Their *thinking* (in terms of shoes that *sell*) ranges from the raw maple block in the woods to anticipating milady's footwear whims in the salon. They see. They talk. They listen. They get around. That is why shoe manufacturers in their territory will agree — **THEY KNOW!**



United Last Company

BOSTON, MASSACHUSETTS



RR

CARR LEATHER CO., BOSTON, MASS.
TANNERY — PEABODY